

**National Human Services Data Consortium** **2016 Spring Conference**  
**Los Angeles, CA**  
April 13-14, 2016

**Website DIY**  
Quick, Simple and Free Strategies to Harness the Web to Showcase Human Services Data  
**Jeff Ugai**  
**Matt Olsson**



Advancing a Technology Culture in Human Services

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Hosted by the National Human Services Data Consortium

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Download the Slides:

[homebase.box.com/NHSDCWebsite](http://homebase.box.com/NHSDCWebsite)

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**Introductions**

<b>About Us</b> <ul style="list-style-type: none"><li>• Jeff Ugai <i>Kapaa, Hawaii</i></li><li>• Matt Olsson <i>Oakland, California</i></li></ul>	<b>About HomeBase</b> <ul style="list-style-type: none"><li>• HomeBase is a nonprofit public interest law firm dedicated to the social problem of homelessness.</li><li>• Technical assistance provider for the US Department of Housing and Urban Development (HUD)</li></ul>
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## Let's Chat



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## How can we be most helpful?

**Hello**  
my name is

- Type of organization?
- Job/Role?
- Prior Experience?

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## WHAT NOT TO DO...

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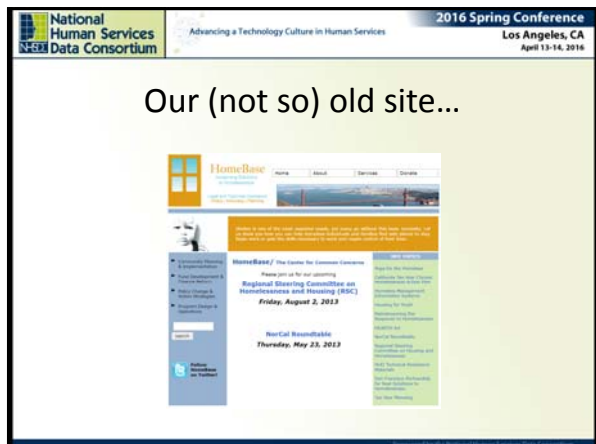
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Our (not so) old site...

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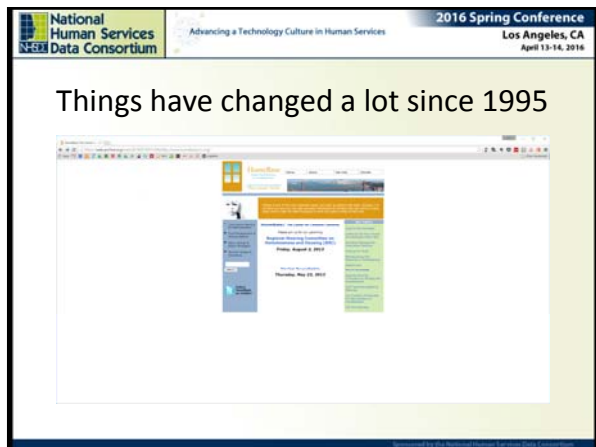
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Things have changed a lot since 1995

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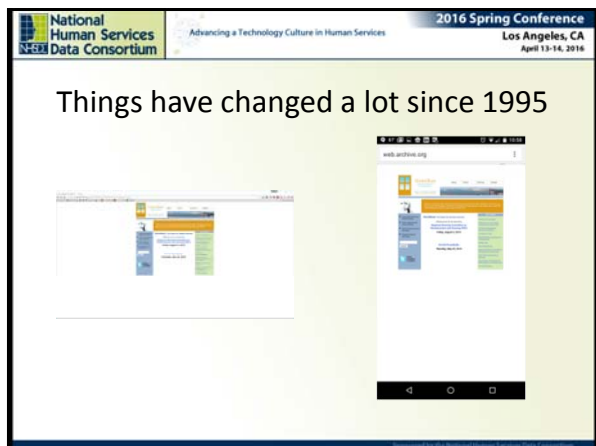
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Things have changed a lot since 1995

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## Responsive Design

- Meet users where they are
- Google serves more US searches on smartphones than desktop computers
- Mobile-friendly sites prioritized in search results



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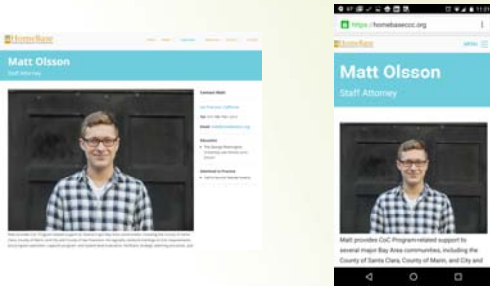
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## A bit better...



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## Content is King



Date of Screenshot:  
August, 2015

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## User Expectations are Higher



HomeBase / The Center for Common Concerns  
Reasons to be optimistic  
Regional Steering Committee on Homelessness and Housing (RSH) - Friday, August 2, 2013  
Non-Cal Nonprofitable - Thursday, May 23, 2013

HomeBase  
Homeless.org

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## START WITH A PLAN

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## Key Tips to Get Started

- **Content is King:** Content needs to be compelling, valuable, and accessible
- **Keep it Fresh:** Regularly post accurate, timely information and update existing content as necessary
- **Understand User Flows:** How do people enter your site (which pages, sources), what are they trying to accomplish, and what do *you* want them to accomplish?
- **Track Performance:** Track traffic, behavior and the feedback of users who visit your website

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## Designing Your Campaign

- **Identify your target:** have a clear understanding of your target audience
- **Figure out when and where:** determine what channels best connect you with your target audience
- **Develop a style:** build a consistent graphic identity across the campaign
- **Stay on Message:** draft reusable content that is clear, compelling and consistent
- **Stay on Target:** ensure every element of the campaign is set up to drive traffic to your ultimate goal

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Technology Solutions for Human Services

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## Identify Your Target

What are your target audience's

- ...motivations?
- ...preferred means of communications?
- ...attitudes, interests and behaviors?

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## Stay on Target

- Every element in the campaign should be set up to **drive traffic to your ultimate goal** (e.g., an event registration page)
- Use the same **keywords and phrases** throughout the campaign
- Keep url's and usernames as **uniform** as possible. @CCICH, CCICH.com, etc.

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## Logistics: On-Going Costs

Domain Name                      Hosting

Icons made by Freepress from Shutterstock.com

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## Logistics: Additional Costs?

Development                      Software & Services

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## LEVERAGE DONATIONS

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## Sample Sources



- Software
- Services
- Advertising
- ???

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## PICKING A PLATFORM

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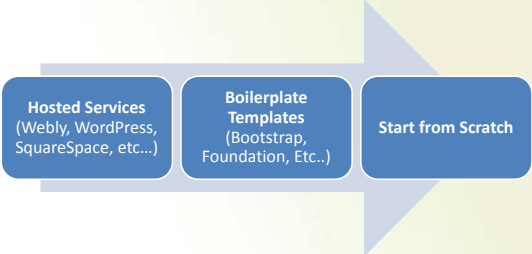
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## Comfortable with HTML?



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graph LR; A[Hosted Services  
(Webly, WordPress,  
SquareSpace, etc...)] --> B[Boilerplate  
Templates  
(Bootstrap,  
Foundation, Etc...)] --> C[Start from Scratch]
```

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## Photos, Video, and Other Media



Video ads drive high engagement, quickly.



Platform	Engagement Rate
YouTube	1.5%
Vimeo	2.0%
SoundCloud	2.4%
Instagram	3.1%
Facebook	3.7%
Twitter	3.9%
LinkedIn	4.0%

Reported over profit within 24 hours

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## WRITING FOR THE WEB

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## Develop a Style

- **Be consistent!** There should be an immediate visual connection between all campaign materials
- **Develop a style guide** with standards for the consistent use of logos, colors, typography and graphics.

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## Stay on Message

It can take a few tries to get the message across. Speed up the process by being:

- **Clear:** Keep things simple. Avoid jargon and confusing phrases
- **Consistent:** The message should be the same regardless of the channel– facebook, phone, email or web.
- **Compelling:** Content should be engaging and relevant to the target audience

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## Writing for the Web 101

- **Write with a purpose:** Users don't read text unless they want information. Start by asking, *What does your user want to know?*
- **Prioritize:** Use titles and bullets to put the most important information first
- **Your readers are lazy:** use short, concise paragraphs and bulleted lists
- **Provide Guideposts:** Use headings, subheadings and other visual clues to clarify what's what. Make it easy to skim.
- **Use links:** provide direct, contextual links to relevant information and resources. If you mention an event, link to it. You talk about a report, link to it.

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## Remember....

- **Coordination:** Ensure consistency in your messaging, voice and visual identity across platforms
- **Edit, Edit, Edit:** Continuously edit and refine your message.
- **Be Purposeful:** Ensure every element of the campaign advances its goals
- **Remember Your Audience:** Always keep your target audience in mind, and learn from reader feedback whenever possible

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Marketing, Social Media, and Search Engine Optimization

## SPREADING THE WORD

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## MEASURING SUCCESS

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## Tracking Progress: Website

- **Website Visits/Time on Site:** How many people visit and how long do they stay?
- **Traffic Sources:** Where are visitors coming from?
- **Referring Websites:** What sites are sending people my way?
- **Top-Pages Viewed:** What pages do people view?



Metric	Value
Total	4,358
Unique Visitors	
Pages	11,502

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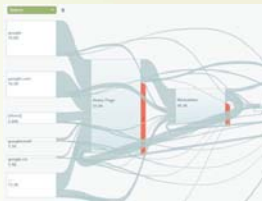
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## Tracking Progress: Goal Conversion

- Conversions measure the completion of an activity (ex. Sign ups for a newsletter)
- Generally, conversions must be defined in order to track (so set up reporting *before* launching the campaign)
- User conversion tracking to understand the extent to which you are succeeding in guiding users to your goals



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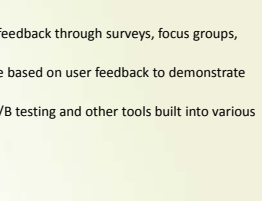
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## Solicit User Feedback

- **Multiple Sources:** Regularly solicit user feedback through surveys, focus groups, and other feedback
- **Act on Feedback:** Identify changes made based on user feedback to demonstrate your responsiveness
- **Utilize Technology:** Take advantage of A/B testing and other tools built into various platforms



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